



# THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 4, No. 8

P. BALLANTINE & SONS

September 1960

## "FAMILY DAY" HUGE SUCCESS AS MORE THAN 1500 ATTEND

### *Expansion Program Now Underway*

Stories on Page 3



#### Members of the Family

Mom and dad didn't forget to bring the kids to the third annual Ballantine Family Day at Yankee Stadium. There were plenty of youngsters in the crowd of more than 1500 persons which made this year's Family Day the biggest ever. The boys pictured here posed for the Three Rings photographer just before the buses left the brewery for the stadium. Two full pages of Family Day pictures are inside this edition.



# PINPOINTED . . .

## Up The Ladder

Promotions in the news: *John J. Mulcahy* from Messenger to Clerk in the Delivery Department . . . *Anne F. Smith* from Clerk, Washington Branch, to Secretary to Regional Manager *William L. Karpf* . . . *Richard J. Wonsik* from Market Analyst to Staff Assistant to the Marketing Coordinating Committee . . . *Mildred D'Allessandro* from Typist Clerk, Purchasing, to Receptionist in the Personnel Division . . . *Marcel O. Laplante* from Field Salesman to District Sales Manager in the New England Division . . . *Herman Berger* from Supervisor 1 to Supervisor 2, Warehousing.

\* \* \*

## Aided Blind

A letter of gratitude was mailed to the brewery recently from Beryl Ackerman, General Manager, New Jersey State Distributors for Blind Made Products, for the response of employees in buying items made by the Blind which were on exhibit in the cafeteria . . . In the letter Mrs. Ackerman said in part, "The wonderful response amounting to \$485 will stand out as a striking example of how an organization can help ease the heavy burden of blindness. I wish to take this opportunity of sending a letter of deep affection and gratitude to magnificent helpers for the Blind. The arrangements were perfect in every respect and we can say without hesitation that everything possible was done by the personnel of P. Ballantine and Sons to help Blind workers overcome the restraints of their handicap."

\* \* \*

## Winning Float

The Ballantine float entered in the 11th annual Big Sea Days parade in Point Pleasant last month was awarded a trophy for first prize in its division . . . The float, titled, "Old Fashion Bandstand", was manned by the popular musical group, Lefty and the Four Dominos . . . "Lefty" is Central Receiving's *Harold Ragucci*.

\* \* \*

## Popular

Ballantine employees really know a good thing when they see one . . . As of early this month the Special Events & Service Division of the Sales Department had received 264 requests for the loan of Ballantine portable draught dispensing equipment . . . If you want to join that number just call extension 581 to make arrangements . . . The units are great for both indoor and outdoor affairs.

\* \* \*

## Named Chairman

*Andy Dempsey*, Delivery Division Supervisor, has been named committee chairman for the 13th annual Ballantine Employees' Communion Breakfast which will be held on March 5, 1961 . . . Persons interested in aiding Mr. Dempsey on the committee can contact him . . . He can be reached at extension 545.

\* \* \*

## Hold Picnic

Ballantine's Red Bank Branch drivers held a picnic for Red Bank Branch personnel and their families last month in Farmingdale . . . About 75 men, women and children were on hand to enjoy the day's festivities which included a varied menu of choice foods, athletic contests and games.

\* \* \*

## Three Retire

Three more members of the Ballantine employee family retired at the end of last month . . . The trio includes Quarter Century Club member *Erwin Herfurth*, who was a Bottler; Yardman *Frank L. Kessler, Sr.* and Warehousing's *Walter T. Spain* . . . Our best wishes for a happy retirement go with them.

\* \* \*

## World's Fair Site

Ballantine was one of the first ten companies to apply for space at the World's Fair which will open in New York in 1964 . . . At the 1939 World's Fair in New York, Ballantine's "Three Ring Inn" was a popular stopping place for visitors.

\* \* \*

## Visits Hawaii

Bartender *Angelo Bertolino*, wearing a beautiful suntan, returned recently from a four-week trip to Hawaii . . . Bertolino and his wife visited their son Philip who lives in Oahu . . . Angelo reports he enjoyed Ballantine Ale in Hawaii.

\* \* \*

## Blood Bank Helps

Plant 1 Bottle House Machinist *John C. Wolf*, in a letter to the brewery early this month, asked that Three Rings Newspaper convey thanks for him for blood he received from the Ballantine Blood Bank. In his letter, John said in part, ". . . when I was in need of blood the bank sent a letter saying to give me all I need. I felt so good tears came to my eyes. I want to thank the employees and the blood bank for all they did for me."

## 64 Awarded Service Pins

Service pins were presented to 64 employees last month. The recipients were:

### 20 Years

Wilbur J. Bitz, Draught Driver  
Michael Casella, Draught Driver  
Cornelius McLoughlin, N.Y.C.  
Draught Sales

\* \* \*

### 15 Years

William B. Augustitus, Yardman  
Charles I. Baker, Brewer  
Thomas Callahan, Yardman  
Nelson Carew, Garage  
James Carter, Warehouseman,  
Albany Branch  
Dominick Ciccone, Yardman  
Leonard Clifton, Trailer Driver  
Edward H. Conway, Checker  
Peter P. Cromal, Yardman  
William Dunne Jr., Yardman  
Frank J. Everett, Yardman  
Ralph Fallone, Yardman  
Martin Flynn, Yardman  
Stephen Gardinski, Yardman  
Theodore Gargano, Brewer  
Daniel Gates, Bottling Supervisor  
Orazio L. Grasso, Trailer Driver  
Frederick Hagin, Yardman  
William Harzula, Bottler  
John E. Hudzina, Yardman  
Angus F. Jacobs, Yardman  
Patrick J. Keating, Yardman  
Joseph A. Klimek, Brewer  
Bernard Kosciwicz, Yardman  
Albert P. Koszkulics, Technical  
Edwin A. Lapsley, Brewer  
John E. Lepinski, Yardman  
Walter J. McCall, Yardman  
Siegfried Milchram, Yardman  
Mary R. Mullen, Rhode Island  
Branch  
Thomas D. Padden, Trailer Driver  
Frank A. Palmer, Yardman  
Joseph Pochis, Yardman  
John Savage, Trailer Driver  
Steve Wisniewski, Trailer Driver  
Michael Yurechka, Brewer  
Frank J. Zucawiecki, Brewer

\* \* \*

### 10 Years

Daniel Dunn, Bottle Driver  
Lester Gamble, Electrician  
William F. Johnson Jr.,  
Warehousing Supervisor  
John F. Kelleher, Bottle Driver  
John J. Kreger, Bottle Driver  
Charles Soldo, Bottle Driver  
Louis Stoetzel, Bottle Driver  
Hugh Tiernan, Training Supervisor,  
Delivery  
Francis X. Tivenan, Plumber

\* \* \*

### 5 Years

Franklin Bodie, Delivery Supervisor,  
Tillson Branch  
John DiGuglielmo, Garage  
Edward J. Doonan, Bottling  
Supervisor  
John Holihen, Draught Salesman,  
Rhode Island Branch  
Henry P. Hopkins, Bottle Salesman,  
Wethersfield, Conn. Branch  
Dorothy V. Kuczynski, Purchasing  
Cornelius McDonnell, N. J. Bottle  
Sales  
Hugo Margo, Garage  
Harry A. Mather, Porter  
Roy Nordstrom, Garage  
John D. Sauer, N. J. Bottle Sales  
Frank J. Skyinskus Jr., Brewing  
Supervisor  
Joseph Sobolka, N. J. Draught Sales  
Robert P. Tighe, Garage  
Russell J. Weissheier, N.Y.C.  
Bottle Sales



**GREAT** — Here are Mitzi Gaynor and Donald O'Connor, two outstanding performers who can be seen in the USBF sponsored "Donald O'Connor Show" to be televised on Tuesday, October 11.

## Donald O'Connor Show Next USBF TV Special

"The Donald O'Connor Show," a one-hour dance and musical performance to be televised in full color, will be sponsored by the United States Brewers Foundation on Tuesday, October 11, at 10 p.m. (EDT) over NBC-TV.

This, the third special television program sponsored this year by the USBF, stars O'Connor and Mitzi Gaynor, together for the first time on TV. It also will co-star Andre Previn, brilliant pianist-composer-conductor, and feature Sidney Miller, O'Connor's long-time sidekick.

The show will re-unite O'Connor and Gaynor, two highly individual song and dance performers who previously have made two hit movies together, "Anything Goes" and "There's No Business Like Show Business."

O'Connor began his movie career at 13 with Bing Crosby in "Sing You Sinners." Later he made his mark in a string of teen-age musi-

cals and broadened his comedy technique in the "Francis, the Mule" films. Ethel Merman tapped him for her leading man in "Call Me Madam," and he recently played the title role in "The Buster Keaton Story." In TV, he has established himself as an outstanding performer as singer, dancer and comedian in the "Comedy Hour."

The lively and beautiful Mitzi Gaynor also made her debut at 13, singing with the Los Angeles Civic Light Opera Company. She entered the movies in 1950 in "My Blue Heaven," and has to her credit a succession of movie musicals including "Les Girls" and "South Pacific."

Since venturing into TV last year, the USBF has sponsored "Summer on Ice—1959," "A Toast to Jerome Kern" (1959), "Summer on Ice—1960" on June 2 of this year, and "Esther Williams at Cypress Gardens" last month. These spectaculars established records in coast-to-coast viewing for summer shows.

## NEW AMBULANCE IN SERVICE



**READY TO GO** — This modern ambulance replaced our former emergency vehicle last month. The newer ambulance is another tool which our Medical Department can use in continuing to provide competent medical aid quickly in any on-the-job situation requiring emergency help.



## Start Work On Expansion Program

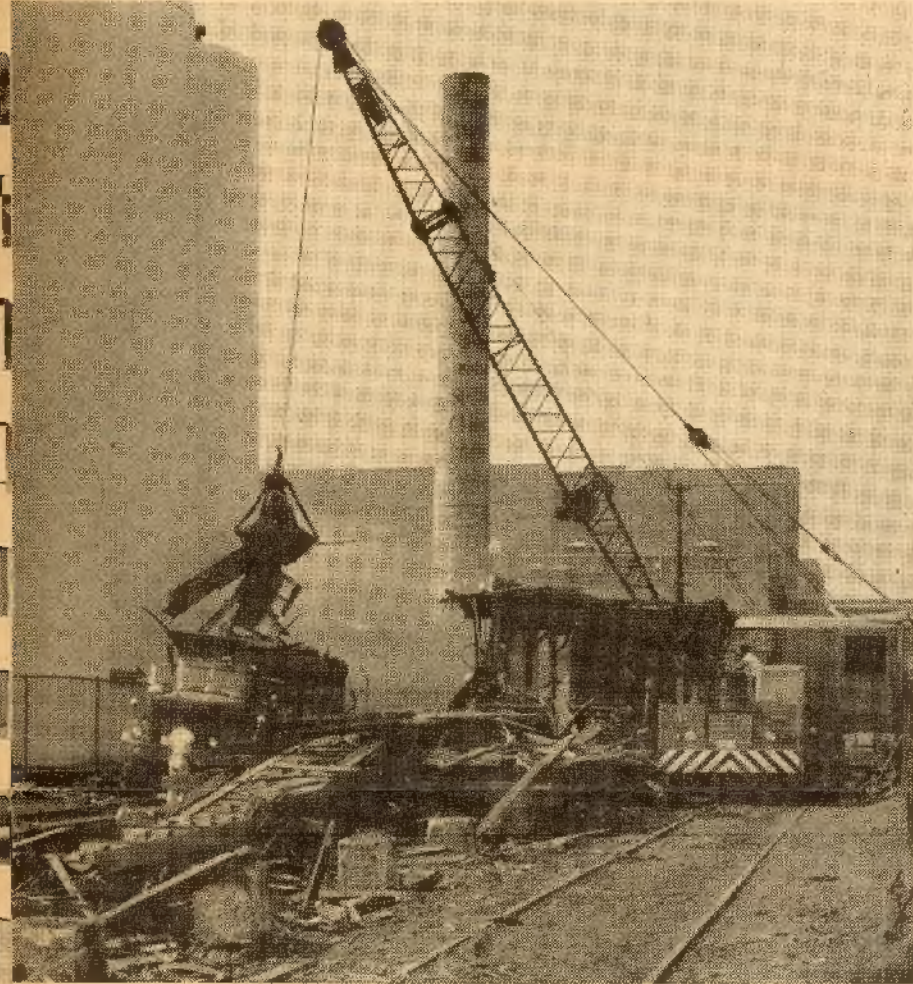
A giant crane steadily tearing up huge chunks of the old draught rail shipping platform on Ferry Street provided the first physical evidence, early last week, of the new expansion program announced only days before by Ballantine President Carl W. Badenhausen.

The demolition work was one of the first steps in making way for the creation of a new, enlarged packaging center immediately adjacent to a new warehousing, loading and shipping terminal.

A series of employee meetings are planned for next month to provide all of us with additional information about this extensive building

and expansion program. The reasons why the program was undertaken, and what and where construction will take place, are among the topics to be covered in the meetings.

The expansion plans are of vital interest to employees. Be sure to attend the meeting scheduled for your group. You'll be notified in plenty of time.



**BIG BITE** — The old draught rail shipping platform had to make way for progress last week. The platform was demolished as one of the opening steps of the new expansion program (see map) announced by President Carl W. Badenhausen.

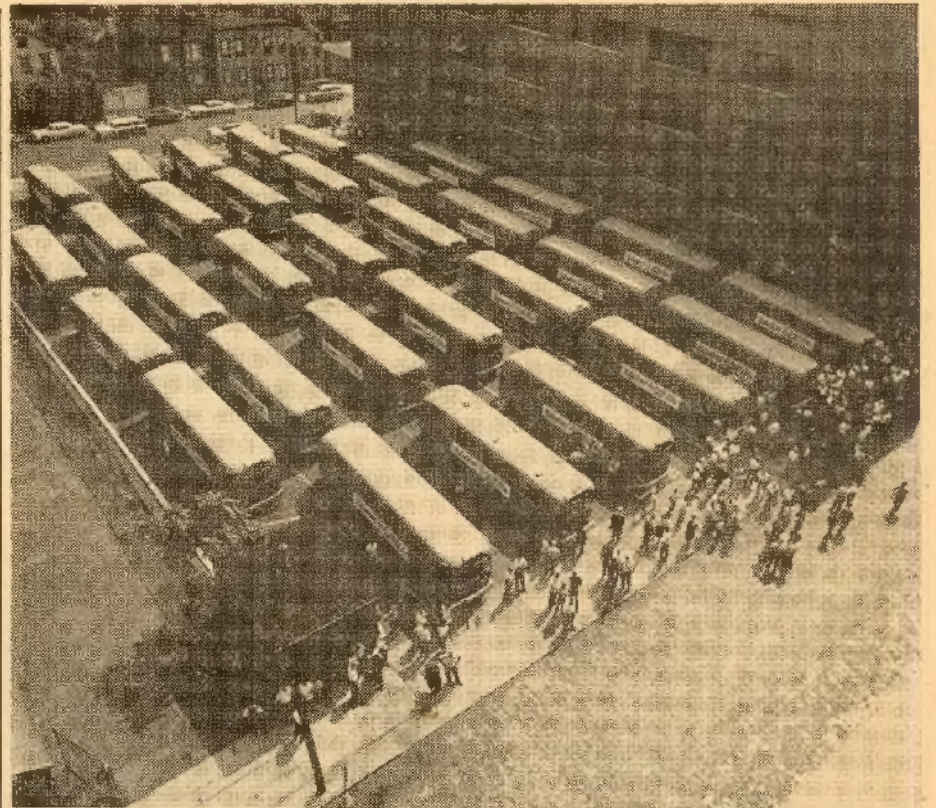
## Big Day of Yankee Baseball Greeted Ballantine Crowd at Stadium

The longest bus caravan in the three-year history of the Ballantine Employees' Family Day Outing carried more than 1500 men, women and children to Yankee Stadium for a full day of baseball Aug. 27.

It took a long line of 32 chartered buses to bring the Three Ring crew to the stadium and back to the brewery. In between the two trips the Yankees treated the Ballantine folk to some of their famous hospitality. The Bombers downed the Cleveland Indians twice to take care of the baseball end of the day, while the huge stadium scoreboard and a personal letter from Yankee co-owner Daniel R. Topping extended a warm personal welcome.

Yankee sportscaster Mel Allen and Yankee manager Casey Stengel both did their personal share to make the Ballantine family feel at home. They took part in the pre-game presentation of trophies to the members of the teams that won the two division titles in Ballantine Interdepartment Softball League competition.

Three Rings photographer George Moffett was busy before the buses left the brewery and at the stadium. Pages four and five show some of the photo highlights of the day. Other pictures are on pages 1 and 6. Look close, you may spot yourself.



**AERIAL VIEW** — The 32 buses which carried the Ballantine crowd to Yankee Stadium made an impressive sight as this aerial view shows. The buses were photographed as they were lined up in the parking lot north of the Utility Building before leaving for New York.

### In The Family

Married. Alicia J. Chapman, Medical, to Walter Chapman at a ceremony in Elizabeth.

Married. Gay A. Byloff, Wethersfield Conn. Branch, to Richard H. Lefebvre at a ceremony in East Hampton, Conn.

Married. Dolores E. Ilaria, Production Control, to Philip Reed at a ceremony in Newark.

Married. Joanne F. Peltz, Delivery, to Donald Jones at a ceremony in Garfield.

Born. A daughter, Mary, to Mr. and Mrs. Peter Carrara at Clara Maass Hospital. Mary is the fourth child to join the Carrara family. Dad is a Machinist in the Plant Engineering Department.

Born. A son, Raymond, Jr. to Mr. and Mrs. Raymond Sikora. The new arrival joins two sisters in the Sikora household. Dad is a Bottler in Plant 2.

Born. A son, Robert, to Mr. and Mrs. Jim Celestino. The new arrival weighed six pounds, seven and

a half ounces at birth. He joins two other children in the Celestino household. Dad works in the Technical Department.

### Close to Home

It is with sincere regret we report the deaths of five of our fellow workers during recent weeks. The five include:

Vincent Conerty, Bottling Supervisor. Mr. Conerty started his Ballantine career in 1941. He lived at 48 Commonwealth Avenue, Newark.

Christian Doerflin, Pensioner. Mr. Doerflin joined Ballantine in 1936 and was employed in the Garage when he retired on March 31 of

this year. His brother, Edward, is Business Agent of Local 153. Mr. Doerflin lived at 515 Ferry Street, Newark.

Terence Flanagan, Trailer Driver. Mr. Flanagan joined Ballantine in 1944. He lived at 85 No. 7th Street, Newark.

James R. Fraser, Pensioner. Mr. Fraser was a Ballantine Porter before his retirement in July 1952. He had joined Ballantine in 1937. He lived in St. Petersburg, Florida.

Luther Wareheim, Machinist. Mr. Wareheim had been with Ballantine since 1942. His address was Rd. 3, Somerville.

All of us at Ballantine extend our deepest sympathy to the families of these men.

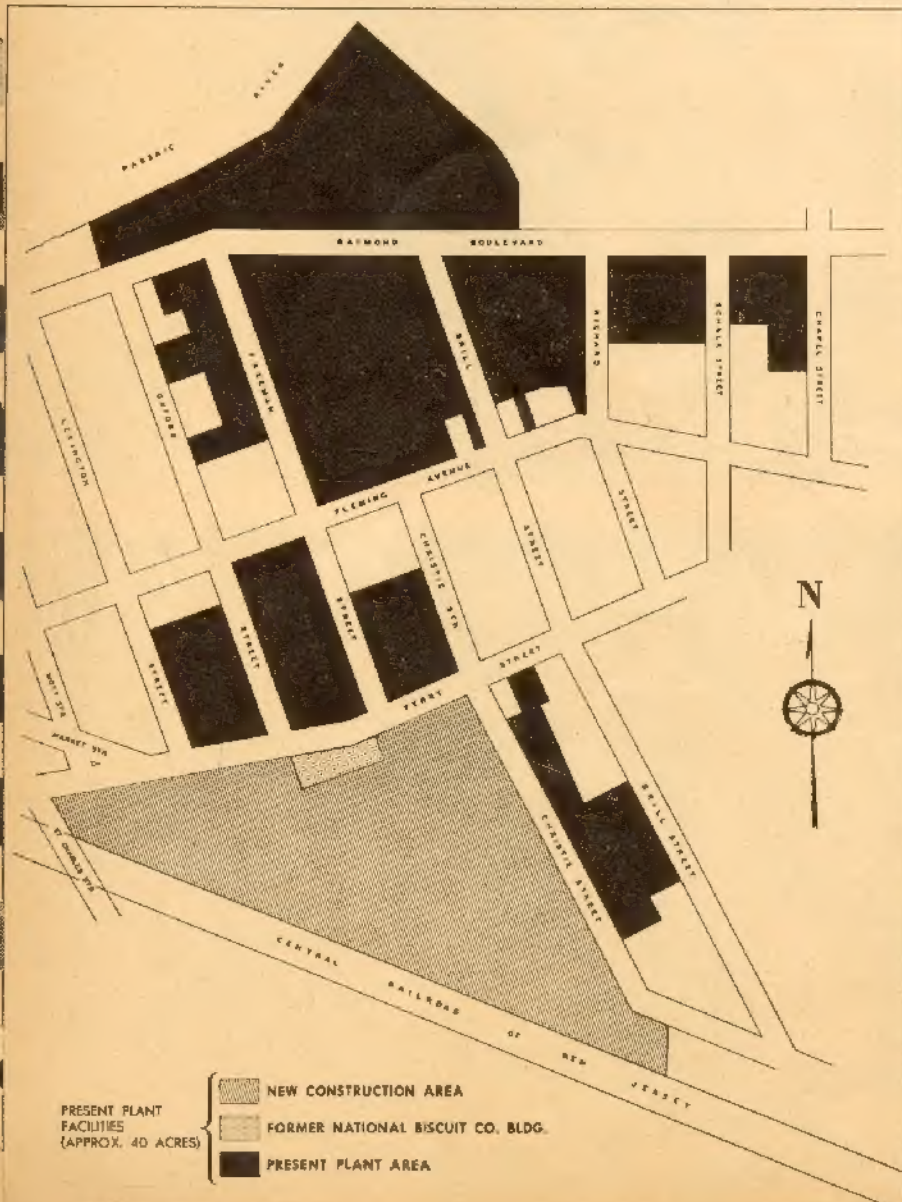
### Charities Fund Drive to Open



**APPEALING** — Credit's Lorraine Laytos is surrounded by a few of the little ladies (some orphans, some not) who are being cared for at St. Anthony's Orphanage in nearby Arlington. The orphanage is one of the agencies which receives aid from the Three Ring Charities Fund. This year's drive starts in a couple of weeks.

### Help Wanted

The once-a-year Three Ring Charities Fund Drive, which has gone over quota the last eight years in a row, will open here within the next couple of weeks. The little girls shown in the picture here, as well as men, women and other children of all ages, will benefit from the drive. Our charity appeal is affiliated with the United Appeals campaign which assists more than 70 agencies. Last year Ballantine employees donated over \$45,000 to the drive. Assistance is voluntary, but it is desperately needed. Please remember that when you're asked to contribute.



PRESENT PLANT FACILITIES (APPROX. 40 ACRES)

- NEW CONSTRUCTION AREA
- FORMER NATIONAL BISCUIT CO. BLDG.
- PRESENT PLANT AREA

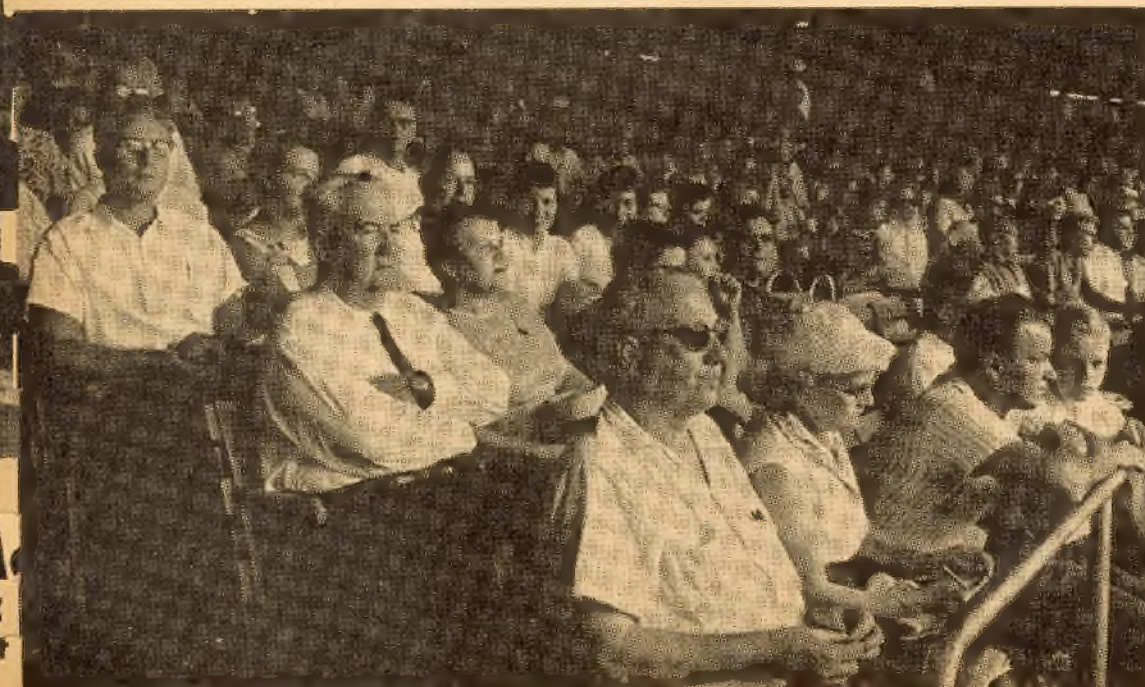
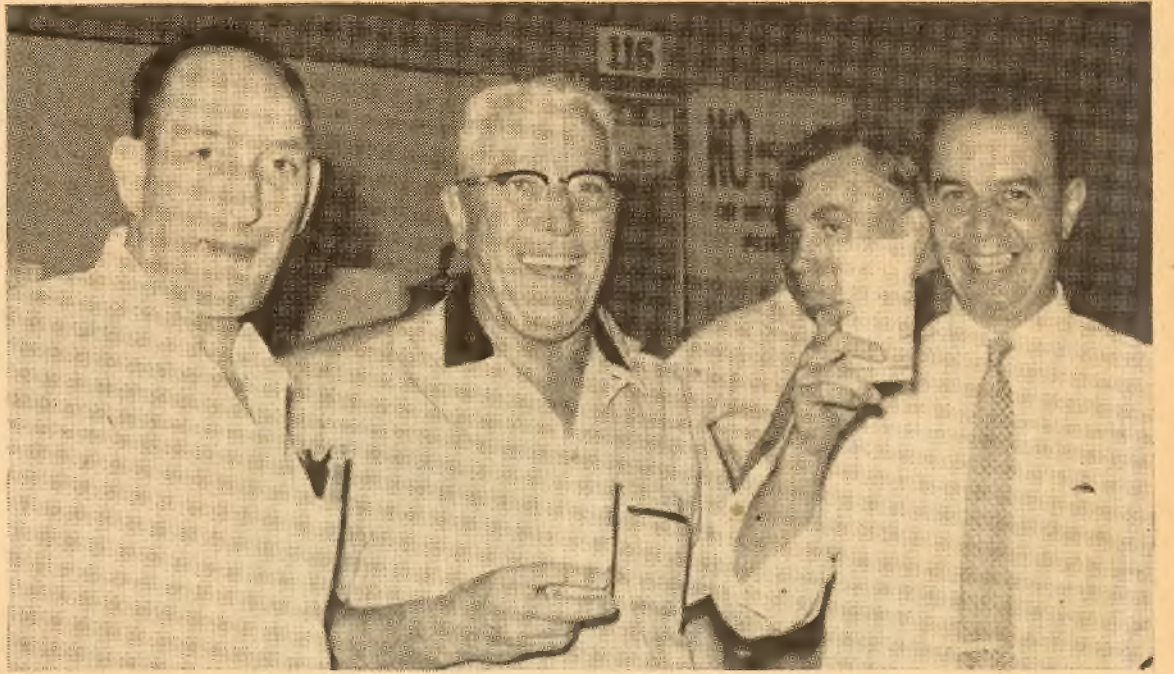


# CAMERA GLIMPSES OF THE THIRD





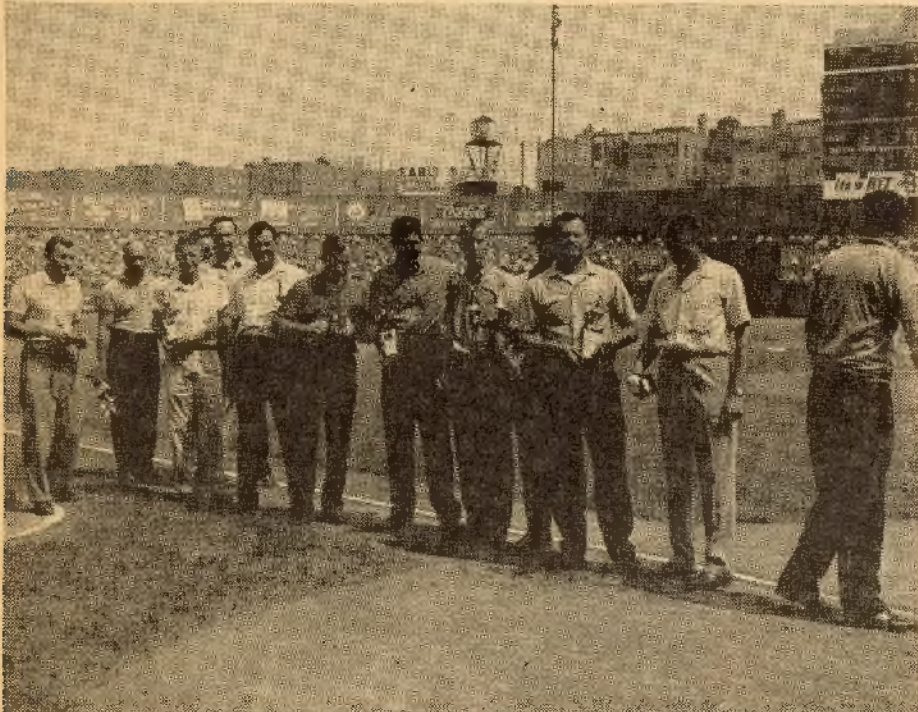
# ANNUAL "FAMILY DAY" OUTING





# BOWLERS START NEW SEASON

## THREE RINGS Sportscope



## Engineering & Draught 2 Win Softball Titles

The Engineering and Draught 2 softball teams, winners in their respective divisions in the 1960 Interdepartment Men's Softball League, were honored at Yankee Stadium last month. The team members were presented with their Ballantine league trophies right on the stadium field as one of the features of Ballantine Family Day at the stadium.

The Engineering team is shown in the top photo here. The Draught 2 men are in the bottom picture.

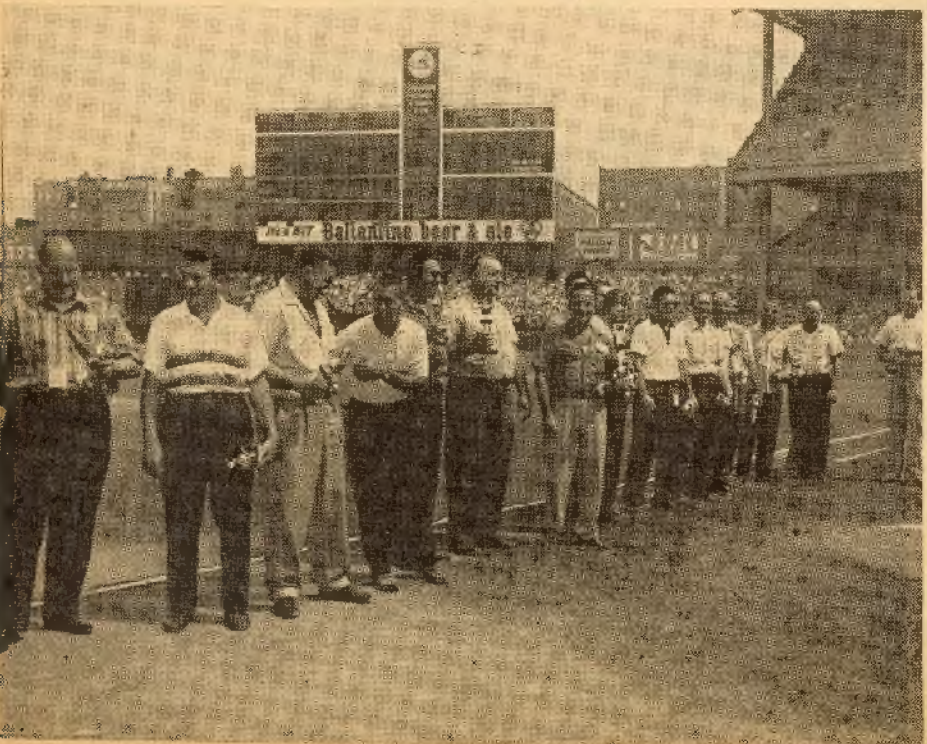
For the Engineering team, this year's championship was the third in as many years. The Engineering men had to overcome a tough Drivers' All Stars squad in a play-off game before being able to claim the title. Both teams had ended the season with identical records in the league's late division. Draught 2 won the honors in the early division. The Harlem-Hudson team was second.

The Draught 2 squad consisted of Thomas F. Callahan, Vincent A. Krzywosz, Michael J. Powers, Joseph P. Tallett, Harold F. Tallett, George Nicholson, Walter E. Lemke, William Riedel, John G. Smith, Jr.,

Henry T. Smith, John F. Andrade, Louis Rosinski, William Krichman, Thomas J. Bonack, William A. Levant, Herbert J. Heilman, Jr., Alexander G. Hoch, Angus F. Jacobs, John V. Vahey, Virgil E. Elwood, James R. Carovillano, James J. Apsley, Anthony Cerami, John J. Winters and Dominick Ciccone.

The Engineering team members included: Anthony Kret, Leonard Scelfo, Stanley Olewinski, Walter Podgorski, Eugene Germaine, Alfred Pepe, Bruce Wheeler, Edward Goracy, Fred Wilhelm, William Bacha, William Moore, Raymond Brooks, John Morrison, Joseph Ertle, John Strouse and Harry Swanson.

Trophies were also won by the second place team in each division.



## 84 Teams Begin Bowling Action in Interdepartment Competition

The 1960-61 bowling competition in both the Men's and Girls' Interdepartment Bowling Leagues started last week.

Altogether 84 teams will see action during the season which ends next May. Seventy-four squads, comprising eight divisions, are entered in the men's league, and ten teams are entered in the girls' league. New starters in the men's league are two afternoon divisions.

The men's competition is expected to be close. The 1959-60 company champion Personnel team is back in action, as well as the five other division winners which faced Personnel in the roll-offs last May.

Enthusiasm runs high, too, in the girls' league. Last year only six teams were entered in competition. Having ten this year will make it tougher for any squad to win the championship.

The bowling officers for this season are: Girls—Mildred D'Alessandro, re-elected president, Helen Miller, secretary. Men—"Rosey" Rosamilia, re-elected president; Joe Freeman and Mike Kiselyk re-elected vice-president and secretary-treasurer, respectively.



**NEW TEAM**—Here is the "Crispettes" team, one of four new squads entered in the Girls' Interdepartment Bowling League this season. From left are Maureen Costello, Fran Pawlecki, Marianne Miller, Lorraine Barber, Judy Milchman, and Cathy McCabe.

## Ballantine Softball Team Industrial League Champ

Behind the four-hit pitching of Charles Postel, Ballantine's softball nine won its second straight championship in the Ironbound Industrial Softball League last week by defeating a strong Pfaff & Kendall team, 8-0, in a play-off contest.

Officially, the play-off game was necessary to decide which of the two teams could claim first place in the second half section of league play, because both teams ended the half with 8-1 records. The play-off meant the entire league championship to the Ballantine team, however, because under league rules the season's competition is divided into two halves and any team which wins both is automatically the champion. Ballantine won the first half following another playoff against P & K.

For the entire league season the well-balanced Ballantine squad won 18 out of 20 games. One of the two losses was to the P & K men in a regular season contest.

Winning the Ironbound League

title is not the only honor the Ballantine team has won this year. The Three Ring squad also emerged the victor, recently, of the two-day Newark Industrial Softball Tournament. During the tournament Postel pitched a one-hitter. This week the team is expected to take part in the Eastern States Industrial Tournament which is to be held in New York City.

The team members, in addition to Postel, include: Jerry Coppola, Tom Hyslop, Tony Kret, John Morrison, Jack Mott, Gus Norulak, Star Olewinski, Al Oranowski, Al Pepe, Frank Pulidore, Jr., Frank Pulidore, Sr., Len Scelfo, John Strouse, Harry Swanson, Bruce Wheeler, Richard Zimmer and John Zurowski.

## Dot Burricelli Rifle Club Champ

Dot Burricelli has been named the 1960 champion of the Ballantine Rifle Club. Dot earned the honor with an impressive 95.85 indoor-outdoor combination average. The highest possible score is 100.



Dot Burricelli

The new club champion had the best indoor average of any member of the team with a 94.15. Outdoors she shot 97.56. The outdoor honors went to Betty Macfarlane with a 99.56.

With Miss Burricelli winning both the indoor and club championships and Miss Macfarlane winning the outdoor honors the women members of the team scored a clean sweep for the first time in the club's history.

## Accepting Entries For Golf Tourney

The annual Ballantine Employees' Fall Golf Tournament will be held on Columbus Day, Wednesday, October 12, at the Valley View Golf Club in Hanover.

Employees who plan to take part in the tournament are urged to submit their entries by October 6. The

tournament will be divided into three flights based on handicap.

Trophies will be awarded. There will also be prizes for contest winners. See the bulletin boards or call the Personnel Division for further information.

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